

Rüsselsheim. Just one week after the Opel ADAM market launch, orders from all across Europe for the chic, urban car have already exceeded 20,000 – with most of them placed in Germany.

Deputy Chairman of the Opel Management Board Dr. Thomas Sedran says, “This is an outstanding start for our new small lifestyle car from Eisenach – especially if one considers that the market launch in many European markets is yet to come. The ADAM sparks excitement and is a popular new ambassador for our brand.”

The ADAM success story started with its world premiere at the Paris Motor Show in October 2012. Even at this early stage, readers of Auto Zeitung chose the ADAM as the Number One City Car for the Auto Trophy. In the magazine Auto Motor und Sport’s “The Best Cars of 2013” poll, the small Opel came out ahead of all its direct competitors in the lifestyle segment.

One of the ADAM’s major plus points is its diversity. There is no other car in this class in the world that can offer more than 61,000 variants for the exterior and nearly 82,000 for the interior – ranging from a vast selection of colors and rims to special details like different headliners. Dr. Sedran: “Whoever orders an ADAM today can be quite certain that he/she won’t see an identical car. Almost every ADAM will be unique.”

The car’s new clever and affordable technology features are also grabbing buyers’ attention. The IntelliLink infotainment system makes the ADAM the best connected small car, as it integrates the owner’s smartphone (Apple iOS and Android) in the vehicle. Soon it will also be available with the innovative Apple voice recognition software SIRI Eyes Free. The lifestyle car also offers a spectacular selection of innovations that to date were only familiar from higher classes, if at all. Unique in the segment are for example a newest-generation automatic Park Assist, heated steering wheel, Side Blind Spot Alert and the Opel-exclusive, fully integrated rear bicycle carrier FlexFix.

Opel’s multibillion euro model offensive continues. The next newcomer, the elegant Cascada convertible, is already in the starting blocks and will be at dealerships in the first half of this year. From 2012 to 2016 Opel will introduce a total of 23 new vehicles and 13 new engines to the market.